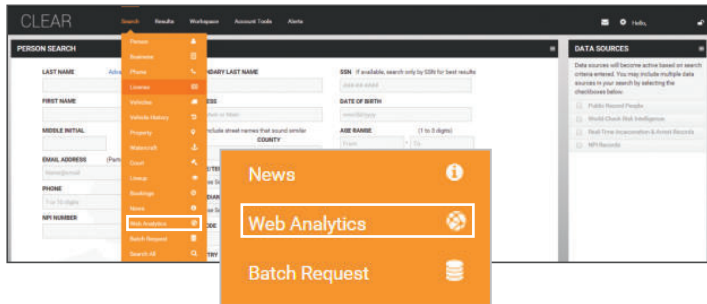


THOMSON REUTERS CLEAR® QUICK REFERENCE CONDUCTING A WEB ANALYTICS SEARCH

OVERVIEW

The **Web Analytics** search function accesses surface Web as well as deep Web data and retrieves valuable intelligence not found through public records alone. Information may include social network pages (LinkedIn®, Facebook®, Match.com®, etc.), blogs, chat rooms, business affiliations, political affiliations, news references, professional history, and much more.

Thomson Reuters CLEAR records resource analyzes this information to help you rapidly identify the most relevant or interesting results.



ACCESSING THE WEB ANALYTICS SEARCH

There are two ways to conduct a Web Analytics search:

1. Choosing **Web Analytics** in the pull-down menu (shown at left and below).
2. Choosing the **Web Analytics dashboard tool** after conducting a person or business search (shown on reverse side).

1

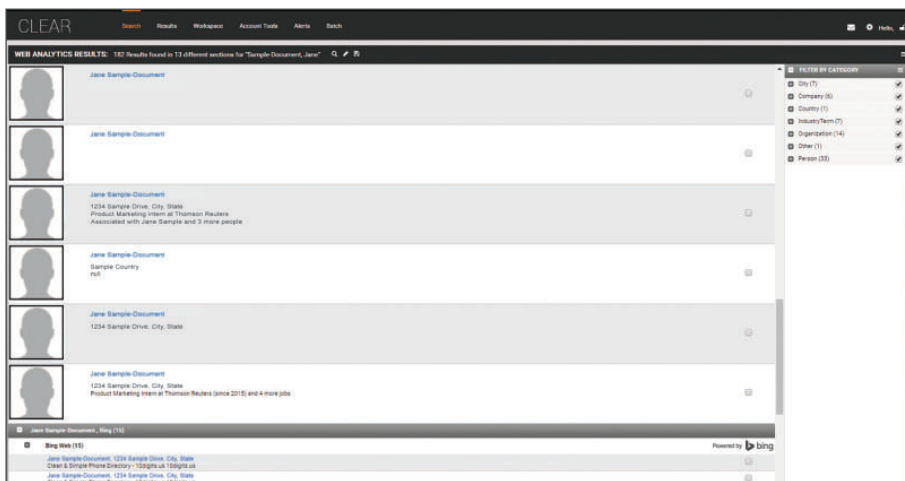
WEB ANALYTICS SEARCH

LAST NAME	BUSINESS NAME
<input type="text" value="Sample-Document"/>	<input type="text"/>
FIRST NAME	PHONE
<input type="text" value="Jane"/>	<input type="text" value="7 or 10 digits"/>
EMAIL ADDRESS	
<input type="text"/>	

WEB ANALYTICS SEARCH PROCESS

Option 1: Web Analytics Search

Enter the appropriate criteria for either a person or business. Valid search criteria includes Person Name, Business Name, Phone Number, Screen Name, and Email Address. This gives you access to more than one trillion pages of content, including social networks, blogs, and chat rooms; business information sites; official watchlists; and hundreds of U.S. and international newspapers, magazines, and newswires.



Web Analytics searches can be conducted in conjunction with a public records search or independent from it. When running concurrent public records and Web Analytics searches, the results will appear on two separate tabs.



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WEB ANALYTICS SEARCH PROCESS (continued)

Option 2: Web Analytics Dashboard Tool

After initiating a person or business search and choosing your item of interest, you can then use the CLEAR dashboard feature to easily view and interact with Web Analytics results.

2

The screenshot shows the CLEAR interface with search results for 'Jane Sample Document'. The left pane displays vital statistics and known addresses. The right pane shows a 'DASHBOARD: Web Analytics' section with filters and a list of sources. A red box highlights a globe icon in the bottom navigation bar.

NAME / SSN	DOB / AGE	ADDRESS	REPORTED
SAMPLEDOCUMENT.JANE 99-88-XXXX	01/XX/1951	1234 SAMPLE DRIVE CITY, STATE MN	10/09/2014

KNOWN ADDRESSES	SOURCE(S)	LAST CONFIRMED
1234 SAMPLE DRIVE CITY, STATE	Experian	10/06/2014
1234 SAMPLE DRIVE CITY, STATE COUNTY	Utility Listing, World-Check Risk Intelligence	06/24/2013
1234 SAMPLE DRIVE CITY, STATE COUNTY	Experian, TransUnion, Work Affiliations, Professional Licenses, New Moves, Email Records	05/06/2011
1234 SAMPLE DRIVE CITY, STATE COUNTY	Vehicle, Household, Listing, Historic Credit Bureau, TransUnion, Hunting and Fishing	03/07/2011
1234 SAMPLE DRIVE CITY, STATE COUNTY	TransUnion, Experian, Address Completion	07/01/2009
1234 SAMPLE DRIVE CITY, STATE COUNTY	Driver's Licenses	05/17/2007
1234 SAMPLE DRIVE CITY, STATE	Driver's License	02/28/2003



For further assistance with Web Analytics, simply click on the **Web Analytics** link.

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For more information, contact your representative at 1-800-262-0602.